2013 IACEE Annual Council Meeting Minutes
Wednesday, 15 May 2013 – 10:30 – 17:30, with lunch 12:30 – 13:30
Thursday, 16 May 2013 – 08:30 – 17:30, with lunch 12:30 – 13:30
Baosteel Leadership Development Institute
Changshu, Jiangsu Province
CHINA

The Agenda and 30 other supporting documents for these Minutes are located in the File Archive section of the Members' Area of the IACEE website. They are keyed to the Item numbers in the Agenda and these Minutes. IACEE Members will need their username and password to access the Members' Area of the website.

Wednesday, 15 May: 10:30 – 12:30

1. Welcome & Introductions, Verification of Quorum – Nelson Baker (Skype)
    President Nelson Baker called the meeting to order at 10:47 AM and welcomed the Council members who were able to join in-person:
    Ed Borbely, Soma Chakrabarti, Feng Aihua, Mervyn Jones, Paul Marca, Kirsti Miettinen, Phil O'Leary, Jorge Rojas, Katriina Schrey-Niemenmaa, & Zhang Guoqing.
    During all or portions of the Council Meeting, the following will be joining the meeting via Skype:
    Nelson Baker, Susan Bray, Frank Burris, Louk Fennis, Patricia Hall, Linda Krute, Kim Scalzo, and Alfredo Soeiro.
    Nelson also welcomed two guests: Robert Katayama, Project Manager for the 2014 World Conference at Stanford, and Mr. Lei Fengyun, from the China Human Resources & Social Security Ministry.
    Nelson also expressed the Council's thanks to our Baosteel host Feng Aihua and her Team, especially Wang Mingyu, who had made the technological arrangements for our meeting. He also expressed thanks to Zhang Guoqing and CACEE for their support of the China meeting.
    The quorum of seven voting members was met.

2. Apologies for Absence
    Patricio Montesinos and Wim Van Petegem have both sent apologies for being unable to participate either in-person or by Skype.

3. Approval of Agenda and Meeting Logistics
    The Agenda was approved as distributed.

4. 2013 Annual Council Meeting Goals – Nelson Baker (Skype)
    Nelson commented briefly that this is our annual meeting of the full Council. As he has often in the past, he urged the Council to use this time for in-depth discussion of major issues facing IACEE. <mark>He asked that we focus on issues discussion rather than just reporting things that should already have been read in the meeting's supporting documents.</mark>

5. CEE Manager Training Program Update – Pat Hall (Skype)
    Pat Hall prepared a 14-slide PowerPoint presentation to report on the significant progress that has been made on the CEE Manager Training Program (CEEMTP). This presentation presents the program's goals, critical success indicators, and action items that will lead to the development of a certificate program for CEE managers.

5.1 "Knowledge Share Moments" introduced in April
One of the critical success indicators that Pat presented was the concept of providing one tip per month for CEE managers. The name "Knowledge Share Moment" (KSM) has been adopted for these tips. The first such KSM has been written by Sue Bray and was distributed to the membership on 3 April and 5 April in two broadcast messages. It was also posted on our LinkedIn site and under the CEEMTP information on the IACEE website. The second KSM is slated for distribution in May and will be written by Soma Chakrabarti.
Pat commented on the need to acquire KSM input broadly from around the world with participation from lots of volunteers. A suggestion was made to link the KSMs to the homepage of our website.
Nelson asked the Council to come up with a list of 20 names for the webinars that will comprise the CEEMTP certificate.

6. **Special Interest Groups (SIGs) – Soma Chakrabarti**
   As follow-on to our discussion of KSMs, Nelson suggested attempting to connect all the KSMs to a particular SIG.
   6.1 **Marketing Strategies – Soma Chakrabarti for Pam Dickrell, Louk Fennis & Petri Lyytikainen**
       This SIG is thus far the least developed of the three SIGs. Soma indicated, however, that she and her colleagues are working to move this group forward. Phil O'Leary suggested that Colleen Barrett (University of Wisconsin – Madison) could contribute to this activity.
   6.2 **University – Industry Collaboration – Pat Hall (Skype) & Feng Aihua**
       Pat noted that this SIG has had a significant presence in each of the past three IACEE Newsletters. Pat also expressed a desire to separately solicit papers for Day 3 of the 14th WCCEE, which will emphasize University – Industry collaboration. Both Pat and Feng Aihua stressed the need to look at the Industry side, as well as the Academic side.
   6.3 **Innovations in Continuing Engineering Education – Soma Chakrabarti**
       Soma is developing a workshop for the 14th WCCEE on Innovations with small project activities. Lars Frolund, Paul Marca, Wim Van Petegem, and Kirsti Miettinen are also involved in this development. Soma also wanted to bring someone from South America and/or Asia to gather a truly international pool of presenters. Frank Burris said that he would send contact information of Ricardo Gutierrez of ITESM (Mexico) as a possible presenter.
   Soma is planning a survey of the IACEE membership to assist with the development of the SIGs. She is planning to ask the members what are the top three priorities in their work in CEE (open-ended) or to ask specific questions. She is targeting mid-June to get the survey to the membership.
   This SIG discussion concluded with a brief discussion of the relative effectiveness of a variety of social network sites for IACEE's business. There emerged a significant consensus that LinkedIn was most likely to serve IACEE's needs better than others. LinkedIn was described as "a good place for us to be."

Lunch, 15 May: 12:30 – 13:30

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7. **World Conference Planning Committee Activities – Paul Marca & Robert Katayama**
   Paul Marca and Robert Katayama presented a comprehensive 29-slide presentation summarizing the work-to-date in developing the 14th WCCEE at Stanford University in 2014. Very early in that presentation the issue of conference dates surfaced. Approximately two weeks ago we discovered that our chosen 25-28 March conference dates sat right on top of the dates of the 2014 conference of the University and Professional Continuing Education Association (UPCEA). The UPCEA

conference in April of this year drew 700 registrants and would potentially interfere with our efforts to market the 14th WCCEE. A healthy email dialogue has occurred between Council members since we discovered this conflict, with no clear consensus. Many of these arguments were aired again during our discussion. All agreed upon the importance of settling the dates issue during this Council meeting. After much discussion a "straw poll" was taken that indicated that we might be ready for a formal vote.

MOTION: Ed Borbely moved that we shift the 14th World Conference on CEE from the original 25-28 March dates to 24-27 June 2014. Katriina Schrey-Niemenmaa seconded the motion. The ensuing vote resulted in 7 Yes votes, 1 No vote, and 3 Abstentions.

7.1 IACEE/Stanford MOU Signed 29 April 2013
Paul reported that the MOU between Stanford and IACEE had been signed by the second party on 29 April and that the agreement was in place.

7.2 Conference Promotion
Marketing efforts, including a planned webinar series and website enhancements, were presented by the Stanford Team.

7.3 Conference Plan & Logistics
The latest version (#13) of the Conference Plan was presented but the March dates will now have to be changed to June dates.

7.4 Keynote Speakers
These need to be identified soon. Council's ideas and proposals are sought.

7.5 Sponsorships
Paul reported that we currently have one confirmed sponsor (Destiny Solutions), although the level of this sponsor is still in question. Linda Krute announced that North Carolina State University will be pleased to be a sponsor at the Gold level.

7.6 Hotel Accommodations for Council in Palo Alto
Paul noted five accommodations possibilities on his slide #26 and also felt that the Stanford Park Hotel would be the best choice for a headquarters hotel for Council.

7.7 2-3 December Meeting in Palo Alto
Given the shift in the conference dates to June, the original motivation for advancing the winter Executive Committee meeting from CIEC in February to December in Palo Alto is gone. We discussed instead having a subset of the EC pay a visit in early December for a facilities walk-through and moving the winter EC meeting back to the traditional CIEC location in February. There was a Council consensus to pursue this change.

8. **Brainstorm Future WCCEE Venues – Frank Burris (Skype)**
Frank Burris reminded the Council that a broadcast message soliciting future conference hosts was sent to the membership on 24 October 2012. A similar solicitation appeared in the Winter 2013 IACEE Newsletter issued in February. Neither of these produced any significant interest by our membership. We reviewed the pattern of conference locations in recent years and emphasized the need to try to locate the 2016 conference in the Asia/Oceania region or in Latin America, where we have been only once (Brazil in 1995). It was mentioned that one Indonesian attendee in Valencia had expressed some interest and Frank agreed to identify this person and follow up. (It appears this member is Sihana Sihana from Gadjah Mada University in Yogyakarta, Indonesia.) This remains a matter of mild urgency since we really should have a conference venue identified by the 2014 WCCEE.

9. **Secretary General's Future Beyond 2014 World Conference – Frank Burris (Skype)**
Frank took a few minutes to inform the Council that he would be 70 years old at the end of December and that he really was ready to spend more time doing "fun"

things without the pressure and frustration of always needing to do something for IACEE. While he has not made a decision on the timing or degree of his withdrawal from his current span of Secretary General activities, he wants the Council to be aware that a significant reduction in his responsibilities will soon be proposed to take effect between the end of this year and the June WCCEE. He hopes to clarify the details by the September EC meeting in Leuven.

10. <u>Brainstorm Challenges & New Directions for CEE, Part I – Nelson Baker (Skype)</u>
Nelson re-entered the meeting to close out the day by beginning a discussion of the future of IACEE in a world of burgeoning MOOCs (Massively Open Online Courses) and other new challenges. He posed two principal questions for the Council's consideration over the next 24 hours:
1. What should IACEE be doing to further these conversations about new challenges?
2. Are there new services that we should be considering for our membership?
After modest discussion of the challenges we are all facing, he asked that we come back prepared to discuss what IACEE should be doing at the end of tomorrow's meeting.

The meeting adjourned at 5:21 PM.

Thursday, 16 May: 08:30 – 12:30
The meeting reconvened at 8:41 AM.

11. <u>Revised Strategic Plan Update – Nelson Baker (Skype), Sue Bray (Skype) & Kim Scalzo (Skype)</u>
Kim summarized the fall and winter efforts to revise the IACEE Strategic Plan and stressed that the plan for this meeting segment would be to have the four Vice Presidents review the Goal Sheets they had developed.
<u>11.1 Goal Spreadsheet Reviews by Four VPs – Scalzo (Skype), Krute (Skype), Zhang, Baker (Skype) for Van Petegem</u>
Goal #1: Products – VP Kim Scalzo walked the Council through the Critical Success Indicators, Strategies, and Actions proposed for Goal #1.
Goal #2: Member Services: Engagement & Communication – VP Linda Krute walked the Council through the Critical Success Indicators, Strategies, and Actions proposed for Goal #2. Linda noted that she has prepared a camera-ready logo for IACEE and that it needs to be placed on our website. She also mentioned the need to revise the presentation on IACEE that in the past has appeared in several forms on the website. Frank indicated that he has a file of several of the former IACEE presentations and they are quite dated.
Goal #3: Advancement of Continuing Engineering Education – VP Zhang Guoqing walked the Council through the Critical Success Indicators, Strategies, and Actions proposed for Goal #3. GQ also noted that the regional AEESEAP conference in Seoul on 24-25 November will provide an opportunity to promote IACEE in the region. Given that our 2016 WCCEE would like to locate in the Asia/Oceania region, perhaps this AEESEAP conference would be an opportunity to seek 2016 hosts.
Nelson also noted that he has set up IACEE in Google Alerts to acquire news of the appearance of IACEE in the media. He also stressed the need to get members engaged in IACEE activities who are not Council members.
Goal #4: Quality Assurance & Operational Excellence – VP Wim Van Petegem was unable to attend this meeting and has not submitted his Goal Sheets. Nelson will reach out to Wim to get a set of Goal Sheets for #4.
Sue made a request of the Council members to identify acquaintances to join in the efforts to pursue our revised goals.
<u>11.2 PowerPoint Presentation on Goal #3 – Zhang Guoqing</u>

GQ also submitted a 15-slide presentation on Goal #4 that is included in the File Archive for this meeting.

12. <u>IACEE Quality Program Update – Nelson Baker (Skype), Ed Borbely, Soma Chakrabarti, Kirsti Miettinen, Kim Scalzo (Skype)</u>
Nelson indicated there is plenty of evidence of interest from others in the database we have and continue to develop.
Kim produced a 12-slide PowerPoint presentation for the Council meeting and led the Council through it.
<u>12.1 Proposed Renaming to Continuing Professional Development Benchmarking and Quality Improvement Program (CPD-BQIP)</u>
<mark>The Developer Team has decided to once again change the name of the program (as above) to have broader appeal to all continuing education practitioners, not just CEE personnel.</mark>
<u>12.2 Demonstration of online CPD-BQIP system</u>
Soma pulled up the CPD-BQIP website http://cpd-bqip.org and demonstrated its features for the Council.
<u>12.3 Proposal for paid staff for CPD-BQIP</u>
Kim introduced a Proposal for Paid Staff Support for a person to assist with the final push to establish CPD-BQIP from 1 June – 30 September of this year. The scope of work for this staff person is included in a File Archive document. Ellen Elliott, a recent retiree from Johns Hopkins University, has expressed interest in this role. Total expense to IACEE would be $2,000 over four months.
<mark>MOTION: Linda Krute moved approval of the Proposal for Paid Staff and Ed Borbely seconded the motion. Council approved the motion by a voice vote.</mark>

13. <u>Membership Reports & Development Activity – Linda Krute (Skype) & Frank Burris (Skype)</u>
Frank presented the four reports listed below.
<u>13.1 Membership Expirations Report dated 1 May 2013</u>
Frank noted that expirations through early July have been invoiced, with the large number of 31 July expirations on pp. 1-2 due to be invoiced by the end of May. Council looked at all 8 pages with special attention to the members who are lapsed (highlighted in orange).
<u>13.2 IACEE Alphabetical Member Phone-Email List dated 8 April 2013</u>
Frank had a need for a Member Phone/Email List in early April and decided to share this list (as of 8 April) with the Council. This list will also be used in discussion of Item 18 of our Agenda.
<u>13.3 New Members (84) Since 1 May 2012</u>
This is a new report listing the 84 new members over the year ended 30 April 2013. Frank pointed out that the 42 members with 120519 dates are those who became members by attending the 13th WCCEE in Valencia last year. The 30 new members (without dates) at the end of this list are those who have been named as additional members on various institutional memberships. The remaining highlighted 12 new members are the only true new members over the past year. <mark>Frank emphasized the need for an active membership campaign as we have only 12 truly new members over the past year and none over the past three months.</mark>
<u>13.4 Dropped Members (41) Since 1 May 2012</u>
This is another new report listing the 41 dropped members over the year ended 30 April 2013. The 22 dropped members with drop dates of 10/12/2012 are those who became members at the 12th WCCEE in Singapore in 2010. Their membership lapsed on 10/12/2011 and they were dropped on 10/12/2012 for non-payment of their renewal.
Linda Krute led a brief discussion of ideas for membership development. She stressed the need for member engagement after each WCCEE to get the new members interested.

Frank mentioned the free-membership voucher system used 8-10 years ago to grow membership and proposed such a system for a free 6-month trial membership. Council showed no interest in pursuing this.

14. <u>IFEES Membership Continuation – Mervyn Jones, Linda Krute (Skype)</u>
Mervyn asked once again what we are getting out of our $500 annual IFEES membership fee? Linda, our current IFEES (International Federation of Engineering Education Societies) representative, expressed the opinion that we should stay involved and, if possible, become more involved. Kim suggested that we might be able to somehow leverage our IFEES involvement into the strengthening of IACEE's international ties. Katriina suggested sharing more actively information about IFEES to IACEE members by including it in our web pages and membership mailings. <mark>Consensus of this discussion was that we should remain involved and pay our dues again in September 2013 but that we should continue to question and evaluate the benefits of IFEES membership.</mark>

15. <u>Financial Reports – Frank Burris</u>
<u>15.1 2013 Dues & Fees Revenue Record dated 30 April 2013</u>
This is the customary monthly report listing dues and fees revenue through the first 4 months of 2013. Frank noted on p. 1 that all six CPD-BQIP Developer members had paid their $750 fees early in the year.
<u>15.2 2013 Monthly Financial Report dated 30 April 2013</u>
This is the customary monthly report of Income and Expenses for the first 4 months of 2013.
<u>15.3 2013 Finances Year-to-Date vs. Budget dated 30 April 2013</u>
This is the customary monthly year-to-date financial report with a comparison against budget for the first 4 months of 2013.
<u>15.4 2012 Form 990-N filed with US Internal Revenue Service in April</u>
Our IRS tax filing for 2012 was made electronically and accepted by the IRS on 3 April 2013.

Lunch, 16 May: 12:30 – 13:30

Thursday, 16 May: 13:30 – 17:30

16. <u>Proposed Bylaws Revisions – Frank Burris</u>
Frank distributed an email to Council on 23 April citing rationale for ten proposed Bylaws revisions. Attached to that email was a marked-up copy of the 6-page Bylaws document detailing the proposed changes. This mark-up is in the File Archive. To expedite our action, Council agreed to discuss each of the ten proposed revisions and to raise questions wherever there was disagreement. Of the ten items proposed for change, only item #5 (Article 2.7) and item #8 (Article 5.5) were challenged by Mervyn Jones.
<u>MOTION:</u> <mark>Phil O'Leary moved approval of all proposed changes except item #5 and item #8 in the 23 April message. Ed Borbely seconded the motion. The motion was approved by a voice vote.</mark>
The items denied were:
#5 (Article 2.7) – proposed reduction of the grace period from one year to six months for lapsed members;
#8 (Article 5.5) – proposed empowerment of the Secretary General, in addition to the President, to conduct electronic ballots. <mark>Mervyn agreed to revisit the wording of Article 5.5 for possible action at a future meeting.</mark>

17. <u>Awards – Mervyn Jones, Katriina Schrey-Niemenmaa</u>
Mervyn and Katriina expressed their concern that their discussion paper on Awards, submitted to the Executive Committee meeting held in Mesa Arizona this

past February, had failed to stimulate the discussion they had hoped. They stressed their unhappiness with the outcome, namely the redefinition of the Biedenbach award and the rejection of an IACEE Fellowship, feeling it was confusing two very different concepts. The institution of a Quality Award had not been proposed at that time, pending further development of the IACEE Quality Program. Unfortunately neither had been able to be present for the deliberations at the February EC meeting. Frank directed the Council's attention to the document in the File Archive that summarizes Awards discussions from recent meetings dating back to the June 2011 Council meeting in Valencia. Frank and Linda spoke in support of the actions taken at the February EC meeting, given the quality of the material that had been submitted by Awards Committee members. Mervyn circulated to the Council meeting copies of the short paper that Katriina and he had submitted to the Executive Committee meeting held in Mesa, so that it was available to the Council meeting and the topic could get a wider discussion. An "energized" discussion ensued, in which Kirsti Miettinen also expressed a strong opinion that the Biedenbach Award should not be limited to IACEE members.

MOTION: Kirsti Miettinen moved that the Council rescind the motion of Kim Scalzo (seconded by Linda Krute) from the 8-9 February 2013 Executive Committee Meeting at Mesa, Arizona and revisit the proposal that was made there. Soma Chakrabarti seconded this motion. The motion was passed by a voice vote.

18. **Brainstorm President & Council Nominees for 2014 – 2016 – Mervyn Jones & Frank Burris (Skype)**
Frank noted the supporting document that indicates the receipt thus far of five self-nominations for the 2014-2016 Council: Ricardo Gutierrez, Marlene Leekang, Arthur C. Evans III, Jeff Goss, and Alfredo Soeiro. He asked that Council members who wish to stand for election again notify Mervyn and him ASAP.
18.1 Goals: Contested elections where feasible, strong nominees, geographic balance
Frank asked Council to access the Member List in Item 13.2 of this Agenda. Frank has checked possible good candidates on this list and asked the Council's comments on those members whom he has checked. Eighteen of those checked received support from the Council. We shall soon be inquiring about the interest of these members in Council service. Frank also asked all Council members to review the Member List for other potential candidates that we might be overlooking.
18.2 Members of Types 1x, 2x, 3x, 4x Eligible for Council membership/Other Posts?
This matter did not get addressed in the meeting but Frank solicits your opinion on whether "x"-type members (those named as additional members on institutional memberships) should be eligible for Council membership?

19. **Website Development – Soma Chakrabarti & Louk Fennis (Skype)**
Soma and Louk led a discussion of their desire to restyle or redesign the IACEE website. Some emails proposing changes have been circulating during the past year. Frank confirmed that the 2013 budget has a $3,000 allotment for website modifications with Vieth Consulting. A survey of membership opinions about the website will be constructed by 15 June and sent to the membership by 1 July. Linda Krute also joined the conversation and a joint survey of membership and website satisfaction was discussed. Soma noted that after the CPD-BQIP site is completely developed (it is expected to be up by 30 June), she will work with the IACEE website. CPD-BQIP site development is led by Kim Scalzo.

20. <u>Newsletter Team Changes – Frank Burris</u>
Frank stated that it had been his intent to have Carlos Ripoll present via Skype so he could interact with the Council on his ideas for the Newsletter. Frank learned recently that Carlos would be in Albania today and unable to join us. As indicated in earlier meetings and communications, Carlos has assumed the Newsletter planning and article recruitment roles that Frank has carried for the past 3½ years. Frank will continue to edit all submitted copy and send it to Katie Pawley for layout and design. Upon completion of layout, Frank will do a final edit and then distribute the Newsletter.
==Frank reported that the Newsletter continues to be plagued by unmet deadlines;== for example, on the copy deadline (10 May) for the current issue, only five of fifteen articles had been received. A current version of the Spring Newsletter Production Plan is located in the File Archive.
<u>20.1 Brainstorm Newsletter Content</u>
Frank asked Council to comment on the current Production Plan and the content of recent Newsletters.
<u>20.2 Newsletter's Position vis-à-vis "Knowledge Share Moments"</u>
This matter was deemed to have been addressed earlier in this Council meeting.

21. <u>Future Council & Executive Committee Meeting Locations & Hosts</u>
<u>21.1 IACEE Executive Committee Meeting in conjunction with SEFI Annual Conference, 20-21 September 2013, Leuven, Belgium</u>
The Fall Executive Committee meeting will commence at 1:00 PM on Friday, 20 September in Leuven and end at 1:00 PM on Saturday, 21 September. It will immediately follow the close of the 40th Annual SEFI Conference.
<u>21.2 IACEE Executive Committee Meeting at Stanford University, 2-3 December 2013,Palo Alto, California, USA</u>
In view of the shift of the 2014 World Conference at Stanford from 25-28 March to 24-27 June, ==the winter Executive Committee meeting will return to its traditional site at the 2014 CIEC in Savannah, Georgia on 7-8 February 2014.== The 2-3 December gathering in Palo Alto will focus on a WCCEE facilities walk-through for interested members of the Conference Planning Committee (CPC).
<u>21.3 2014 Annual Council Meetings, 23 & 28 June 2014, Palo Alto, California, USA in conjunction with the 14th World Conference on CEE</u>

22. <u>Brainstorm Challenges & New Directions for CEE, Part II – Nelson Baker (Skype)</u>
The meeting reached this point approximately 45 minutes before Nelson was scheduled to return via Skype. Two brief points from Item 10 of the previous day were presented, followed by a push for adjournment to permit a late-afternoon lake cruise for the Council.

23. <u>Other Business</u>
The Council expressed its profound thanks to Baosteel Group staff led by Feng Aihua and CACEE led by Zhang Guoqing for hosting this year's annual Council meeting at Baosteel's outstanding facilities outside Shanghai.

24. <u>Adjournment</u>
The meeting was adjourned at 3:42 PM.